

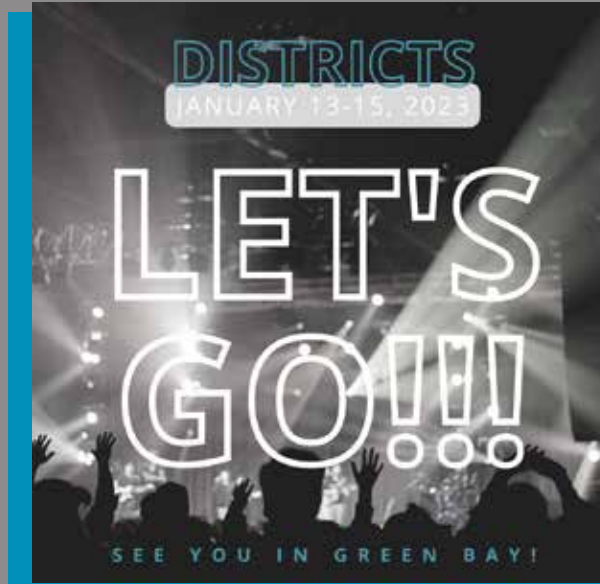
TourismIMPACT

Vol. 23 | Issue 1 | January 2023



Forest Lakes Rocks

The KI Convention Center in Downtown Green Bay was rockin' this January. Since 2003 the members of Forest Lakes Churches have gathered in Green Bay for their state-wide growth level conference. The event has grown considerably since 2003. This year 4,000 attendees from across Wisconsin gathered in Green Bay for worship, fellowship and concerts. And this isn't your typical Christian concert. The spectacular event featured Christian rock and roll complete with light shows and loud amps.



The group stayed at hotels across the region and had an economic impact of \$2.8 million. Discover Green Bay has a long relationship with this group and the event planners. We're proud to showcase our community to them and provide the resources they need to host a successful event. Currently, Forest Lakes is under contract to continue their Districts conference in Green Bay through 2025. Our sales team is working closely with the group to secure their business in 2026 and beyond.

A "Super" Year

For the first time in memory the Packers had their final two regular season home games in January - extending the season even more into the new year. Now that we're looking back at January 2023 - we're getting a better picture of how the season impacted the local economy and lodging community.

We continued to see strong recovery from the 2020 fan-less season. As normal - game weekends paved the way with an average of more than 95% occupancy on game weekends. But the real surprise was the average rate. We were thrilled to have seen a record year with rates averaging \$127 over all and nearly \$330 on game weekends.

We are currently implementing our 2023 plan to continue this trend.

Sincerely,
Brad Toll,
President & CEO
Discover
Green Bay



Sales and Services Monthly Recap

Monthly Impact

January conventions and sporting events accounted for 7,723 room nights and an economic impact of \$7,992,538.

Notable Events

Forest Lakes District - Evangelical Church of America
U.S. Ski & Snowboard Association
American Legion of Wisconsin - Midwinter Conference
Wisconsin District United Pentecostal Church International
The Bow Tour - Titledown National Championship
Great Lakes Fishery Commission
YMCA Swim Meet - Titledown Freeze
Lakes State Lumber Association

Confirmed for Future

Slipstream - Home Energy Plus Training - February, 2023
Democratic Party of Wisconsin - June, 2023
International Snowmobile Congress - June, 2024
Wisconsin Conference of United Methodist Church - June, 2023
Wisconsin Cybersecurity Summit - October, 2023
Toppers Pizza, Inc. - June 2024
Midwestern District - Institute of Transportation Engineers - June, 2024
Wisconsin Land and Water Conservation Association - March, 2025
One Wisconsin Volleyball - Bay Bash - Weekends January-April, 2023

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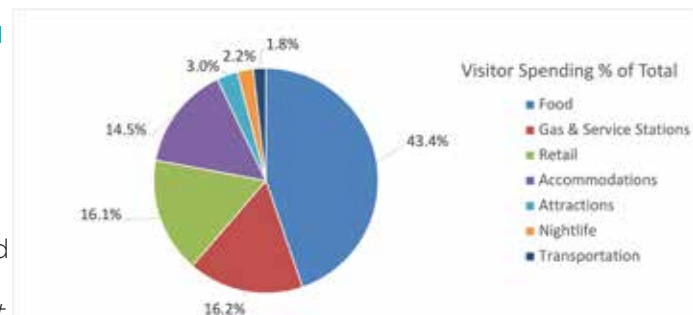
By The Numbers

A look at milestones and progress toward goals that impact OUR community

AREA	December 2022				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	44.2	-0.2	\$144.98	-0.9	55.7	10.2	\$127.38	15.4
Wisconsin	41.5	0.8	\$114.19	6.4	55.3	12.3	\$124.12	10.1
Milwaukee	44.2	5.1	\$108.77	7.2	56.8	16.0	\$121.50	12.1
Madison	40.4	9.5	\$98.81	8.1	57.1	24.4	\$127.08	22.3
Appleton/Oshkosh	44.6	0.7	\$105.72	5.5	56.7	14.1	\$110.43	14.2
Door County	35.6	-2.7	\$110.20	6.3	54.7	3.5	\$127.60	3.0
Eau Claire	40.8	-6.9	\$97.30	7.1	53.3	9.2	\$102.13	9.6
La Crosse	41.6	-39.2	\$94.68	2.5	61.2	3.2	\$104.81	10.0
Wisconsin Dells	39.5	4.2	\$179.42	4.5	53.8	9.5	\$176.96	6.3
Wausau/Stevens Point	41.0	-4.2	\$101.40	8.8	51.7	18.3	\$100.96	15.5

Most Recent Data from Smith Travel Research OCC = Hotel Occupancy ADR = Average Daily Rate

Sales	January	YTD 2023	% of Goal	2023 Goal	YTD 2022
Future Meetings & Events Sales					
Leads	12	12	7.3%	165	13
Future Room Nights from Leads	5868	5,868	5.1%	114,400	7,133
Future Potential Economic Impact from Leads	2,527,288	2,527,288	3.7%	\$68,160,310	\$5,413,819
Confirmed Future Room Nights	12,101	12,101	7.1%	170,000	10,355
Confirmed Economic Impact	7,495,119	7,495,119	6.0%	\$125,000,000	\$8,206,597
Motorcoach Sales					
Sales Leads	2	2	5.0%	40	2
Marketing/Media					
Digital Marketing					
Total Web Visitors	55,652	55,652	9.3%	600,000	43,315
Pageviews	120,850	120,850	4.4%	2,750,000	91,505
E-newsletter Database - New Subscribers	0	0	0.0%	2,500	0
Social Media Impressions	985,631	985,631	7.6%	13,000,000	525,532
Earned Media					
Direct Pitches	0	0	0.0%	20	0
Journalist Tours	0	0	0.0%	40	1
Press Release Distribution	1	1	0.0%	4,500	0
Tracked Stories	10	10	1.7%	600	59
Publicity Value	\$168,667	168,667	2.5%	\$6,800,000	\$1,942,523
Services					
Convention/Sports Services					
Events Serviced	8	8	5.3%	150	10
Online Housing Reservations	280	280	14.0%	2000	618
Visitor Services					
Visitor Inquiries	824	824	4.6%	18,000	607
Destination Guide Mailings	74	74	0.2%	32,500	272
Brochure Distribution	34,211	34,211	9.8%	350,000	13,687
Mobile Visitor Center Events Days	0	0	0.0%	30	0
Partnerships					
New Partners	0	0	0.0%	40	2
Renewing Partners	5	5	2.5%	200	1
Revenue	\$5,228.00	\$5,228.00	8.4%	\$62,400	5,433



What am I looking at here?!

TOP: STR REPORT - a dive into how Green Bay stacks up compared to fellow destinations in monthly and year to date occupancy rate and average daily rate. *NOTE: DGB does not receive the STR report until mid-month. It will be a month behind the rest of this report.*

BOTTOM LEFT: MONTHLY REPORT - A snapshot on progress toward Discover Green Bay's sales and marketing goals compared to previous year.

BOTTOM RIGHT: VISITOR DATA - TOP: Visitation percentage by neighborhood layered with visitor to resident ratio. BOTTOM: Visitor spending percentage by merchant category.